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Date:

7/12/06

By:

Patti Hespell

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of John Blasko.

Conf. No.: 6850 : Group Art Unit: 3622
Appln. No.: 09/742,527 : Examiner: Retta, Yehdega
Filing Date: 21 DECEMBER 2000 : Attorney Docket No.: T721-14
Title: System and Method automatically managing avail inventory data and avail pricing

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with 37 C.F.R. § 1.98(a)(2)(ii), copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or

- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

No fee is believed to be due in connection with the filing of this Information Disclosure Statement since it is being filed before the first Office Action on the merits of the above-identified application. However, the Commissioner is hereby authorized to charge any deficiencies or credit any overpayments to Deposit Account No. **501535**.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

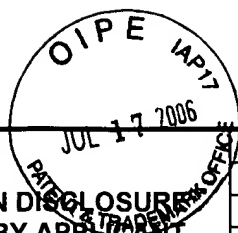
Respectfully submitted,

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Form PTO/SB/08A		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	09/742,527
		Filing Date	21 December 2000
		First Named Inventor	Blasko, John
		Group Art Unit	3622
		Examiner Name	Retta, Yehdega
Sheet 1 of 2	Attorney Docket Number		T721-14

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document Number	Kind Code (if known)	Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
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	US5351075		Herz, Frederick	09-1994
	US5621812		Deaton, David	04-1997
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	US6571279		Herz, Frederick	05-2003
	US6820062		Gupta; Om P.	11-2004
	US20030093792		Labeeb, Ismail K.	05-2003

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS		
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁
	GALLAGHER et al "A Framework for Targeting Banner Advertising on the Internet", System Sciences, January 1997, Proceedings of the 30th Hawaii International Conference. Vol 4. pages 265-274	
	MCCANDLESS. "Web Advertising", IEEE Intelligent Systems. June 1998. Vol. 13. pages 8-9	
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	ROSSI, MCCULLOCH, ALLENBY, "The Value of Purchase History Data in Target Marketing", Marketing Science; Vol. 15, No. 4, 1996, 20 pgs.	
	RASKUTTI, et al., "Acquiring Customer Preferences for Information Filtering: a Heuristic-Statistical Approach", Proceedings of the 5th Int'l Conference on User Modeling, Kaluna-Kona, HI, USA, 2-5 January, 1996.	
	ARMSTRONG, LARRY, "Coupon Clippers, Save Your Scissors", Business Week, June 20, 1994, pgs. cover, table of contents, 164, 166.	
	Product literature, DoubleClick, "Dynamic Advertising Reporting and Targeting (DART)," printed from http://www.doubleclick.net/dart on 06/19/98; 16pp.	
	Product literature, Imgis, "Ad Force," printed from http://www.starpt.com/core on 06/30/98; 5pp.	
	Product Literature, AdForce, "AdForce Strategic Partners", printed from http://www.adforce.com/home/cust3_part.htm on 03/27/00; 2pp.	

Examiner Signature		Date Considered	
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